



SAN FRANCISCO WINE SCHOOL™

CALIFORNIA WINE: New & Pending

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Society of Wine Educators
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Learning Objectives:



SAN FRANCISCO WINE SCHOOL

- Difference between an AO and an AVA
- Counties that require conjunctive labeling
- Grapes that have significantly increased in acreage
- Recent change in excise tax
- AVAs approved 2011-2018, their location, & their most important grapes
- 9 AVAs currently pending
- 3 regionally specific label/bottle programs that regulate grapes & more

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SAN FRANCISCO WINE SCHOOL

Let's Taste!

Welcome Bubbles

Wine 1



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Wine #1



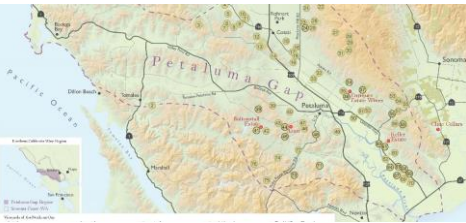
Keller Estate, Brut Rosé, Petaluma Gap, 2015

- 87% Pinot Noir, 13% Chardonnay
- 8 hours skin contact
- Stainless steel primary fermentation
- Zero malolactic
- 2nd fermentation in the bottle with 2 years sur lie
- 9 g/l dosage
- 12.5% alc.
- 154 cases
- \$46 retail



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Petaluma Gap AVA



- AVA granted December 7, 2017
- 80 growers & 9 wineries
- 4,000 of 200,000 acres planted
- Most widely planted grapes: Pinot Noir (75%), Chardonnay, and Syrah
- Straddles Sonoma Marin line & Sonoma Coast AVA line
- Connected proposal to expand North Coast AVA

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Petaluma Gap AVA



New California AVAs



How many new California AVAs 2011-2017?

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- Antelope Valley of the CA High Desert – Los Angeles – 2011
- Pine Mountain-Cloverdale Peak – Sonoma/Mendocino – 2011
- Coombsville – Napa – 2012
- Fort Ross-Seaview – Sonoma – 2012
- Inwood Valley – Shasta - 2012
- Moon Mountain – Sonoma – 2013
- Big Valley – Lake – 2013
- Kelsey Bench – Lake – 2013
- Ballard Canyon – Santa Barbara – 2013
- Paso Robles divided into 11 districts – San Luis Obispo – 2014
- Eagle Peak – Mendocino – 2014
- Malibu Coast – Kern/Ventura – 2014
- Mantona Valley - Shasta & Tehama - 2014
- Squaw Valley-Miramonte – Fresno – 2015
- Fountaingrove – Sonoma – 2015
- Los Olivos District – Santa Barbara – 2016
- Petaluma Gap – Sonoma/Marin – 2017

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USA Wine Production



1. Italy
2. France
3. USA*
4. Spain
5. Australia
6. Argentina
7. China



California alone would rank 4th if it were a country.

Wine production in all 50 US states.

*USA surpassed Spain for 1st time in 2017

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Source: Wine Institute – Trade Data and Analysis

California Wine Production



What percent of US wine is produced in California?

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California Wine Production



- CA 81% of USA production
- 4,700 wineries plus 5,900 growers in CA
- Wine production in 49 of 58 CA counties

Top Wine Producing States (by gallons)

1. California
2. Washington
3. New York
4. Oregon



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California Wine Production



Year	USA	California	CA/USA
2017	888,582,343	716,309,505	81%
2015	768,088,776	638,173,762	83%
2013	836,106,493	728,939,759	87%
2011	683,623,267	605,619,613	89%
2005	715,942,737	648,183,911	91%
2000	616,399,000	564,735,000	92%

- Washington & Oregon added roughly 37,000 acres of vines in 10 years
- Acreage & production increasing in many other states
- CA increased production by 152 million gallons out of US increase of 272 million gallons (CA was 56% of total increase)

Source: Wine Institute from ITB data Apr 18, 2019

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AOs versus AVAs



Appellation of Origin

Geographic origin of the grapes & can be any of the following:

- Country
- State
- County
- AVA, AOP/PDO

American Viticultural Area

Geographic origin of the grapes that is specific to wines with a name & boundaries that have been approved by the US Treasury Dept.'s Tax & Trade Bureau (TTB)

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American Viticultural Areas



240 AVAs in USA

139 of them are in California

AVAs in 43 of 58 counties in California

Refers only to geographic location

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Confusing AVAs



Mendocino AVA vs Mendocino County

Monterey AVA vs Monterey County

El Dorado AVA vs El Dorado County

San Benito AVA vs San Benito County

- All of the above were submitted to & approved by the TTB.
- In each case, the AVA covers roughly half of the county
- & has to meet 85% accuracy of origin instead of 75%.

Consumers have No Idea there is any difference.

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Conjunctive Labeling



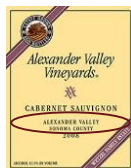
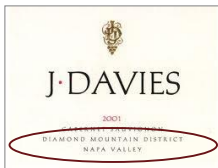
Napa Valley AVA 1986

Lodi AVA 2006

Paso Robles AVA 2014

Sonoma County 2016

Monterey County 2019



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Labeling Accuracy



	Accuracy of Origin	Accuracy of Varietal (if varietally labeled)	Accuracy of Vintage (if vintage is listed)
USA labeled	75%	75%	Vintage prohibited
State labeled	75%	75%	85%
California labeled	100%	75%	85%
County labeled	75%	75%	85%
AVA labeled	85%	75%	95%
Vineyard labeled	95%	75%	95%

Oregon, California & Washington have more stringent regulations.

Varietal labeling had been 51% minimum until 1973 & it is still 51% for Vitis Labrusca wines.

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Change in USA Wine Excise Tax



January 1, 2018

The 50 cents per gallon additional tax on production for

- wines over 14% alcohol changed to
- wines over 16% alcohol

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Wine #2



Brander, Sauvignon Blanc, Los Olivos District 2018

- 100% Sauvignon Blanc
- 50% estate grown fruit, 40% Mesa Verde Vineyard, & the rest from surrounding vineyards in the Los Olivos District
- 95% stainless steel, 5% neutral oak
- 13.5% alc.
- \$18 retail



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Los Olivos District AVA



- Includes townships of Los Olivos, Ballard, Santa Ynez & Solvang
 - 1,121 of 22,821 acres planted
 - 47 vineyards
- 400 - 1,000' elevation
- Warmer than Ballard Canyon
- Cooler, foggier than Happy Canyon
 - 3,050 degree days
 - moderate breezes
 - 10 - 12 inches of rain
- Sauvignon Blanc, Cabernet Franc



AVA approved 1/21/16

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Los Olivos District AVA



Positas-Ballard-Santa Ynez soil association

Positas series
well-drained fine **sandy loams** with clay subsoil

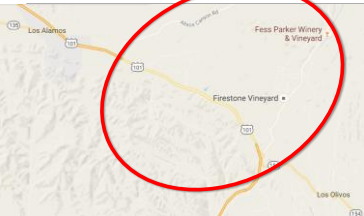
Ballard series
well-drained fine **sandy loams** & gravelly fine sandy loams with alluvium from acid shale & sandstone

Santa Ynez series
moderately well-drained gravelly fine **sandy loams** with gravelly clay sub-soils

Unusually uniform soils throughout the AVA

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Pending AVA Alisos Canyon



- Approved as Perfected April 2017
- Drafted by Mr. 3-Peat, Wes Hagen
- Nested within Los Alamos (which may not have submitted their TTB petition)

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Wine #3



Dolin, Chardonnay, Malibu Coast 2015

- 78 cases
- \$39 retail



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Malibu Coast AVA

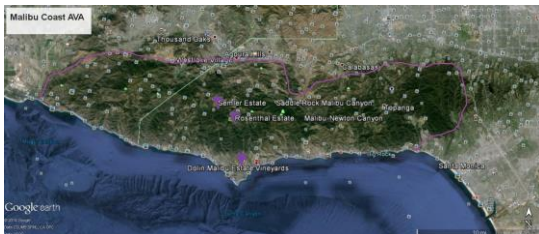


- AVA granted July, 2014
 - Championed by Dolin Malibu Estate Vineyards
- 46 miles east-west, 8 miles north-south
 - Spans Los Angeles, Kern and Ventura Counties
 - Elevations sea level to 3,111 feet
- 198 acres under vine
 - Long growing season
 - Mold and mildew an issue for reds
- 52 growers and winemakers
- 1st documented vineyard planted in 1824
- Primary varieties
 - Cabernet Sauvignon (54 acres), Syrah (15 acres), Merlot (13 acres), Chardonnay (6 acres)

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Malibu Coast AVA



Pending December 2015 proposal to expand AVA

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More Los Angeles County AVAs



Leona Valley AVA

- AVA granted 2008
- 20 of 8,600 total acres under vine
- 2 wineries:
 - Leona Valley & Donato
- Los Angeles County

Antelope Valley of the California High Desert AVA

- AVA granted 2011
- 128 of 425,600 total acres under vine
- 2 wineries:
 - Cameo Ranch & Antelope Valley
- Los Angeles County & Kern County

Sierra Pelona Valley AVA

- AVA granted 2010
- 90 of 2,100 total acres under vine
- 2 wineries: Agua Dulce & Reyes
- Los Angeles County

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Important Grapes



White

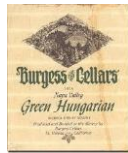
- Chardonnay
- Sauvignon Blanc/
Fumé Blanc
- Pinot Grigio/Pinot Gris
- Chenin Blanc
- Riesling
- Viognier

Red grape acreage is far higher than white overall but Chardonnay is by far the most widely planted grape.

1933: 100 acres Chardonnay & Cabernet combined
2017: 175,000 acres combined

Red

- Cabernet Sauvignon
- Pinot Noir
- Zinfandel
- Merlot
- Syrah/Shiraz
- Petite Sirah



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Growth & Change



1982 55% white grapes   2011 62% red grapes

106% growth in total acreage

Source: USDA National Agriculture Statistics Service

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Increasing Diversity



2001-2011

Albariño
Grenache Blanc
Gruener Veltliner
Verdelho } Zero > over 600 acres

Pinot Gris 369% increase in acreage
Pinot Noir 70% increase in acreage

Aglianico
Tannat
Teroldego
Touriga Nacional } Zero > over 600 acres

Source: USDA National Agriculture Statistics Service

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Increasing Diversity



More Grapes New to California Since 1997

- Cataratto: 0 – 99 acres
- Picpoul: 0 – 53 acres
- Vermentino: 0 – 103 acres
- Counoise: 0 – 60 acres
- Dornfelder: 0 – 69 acres
- Graciano: 0- 60 acres
- Lagrein: 0 – 58 acres
- Montepulciano: 0 – 96 acres
- Souzao: 0 – 92 acres
- Trejadura & Godello
- Muscardin, Bourbelonc,
Clairette Blanche, Terret Noir,
Vaccarese, Picardan



Newly planted Trejadura & Godello at Metate Hill in Calaveras

Source: USDA National Agriculture Statistics Service

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California Grape Acreage Changes



Grape	2000 Acres	2018 Acres	% Change
Chardonnay	103,491	93,148	< 10.0% >
French Colombard	42,135	18,246	< 56.7% >
Pinot Gris	1,614	16,928	+ 948.8%
Sauvignon Blanc	13,595	15,215	+ 11.9%
Chenin Blanc	19,443	4,641	< 76.1% >
Cabernet Sauvignon	69,666	93,241	+ 33.8%
Pinot Noir	19,373	46,832	+ 141.7%
Zinfandel	50,200	41,894	< 16.5% >
Merlot	49,986	38,587	< 22.8% >
Syrah	12,699	15,904	+ 25.2%
TOTAL	480,679	479,314	< 0.3% >

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Source: USDA National Agriculture Statistics Service

New CSWA Label



Sustainability from Grapes to Glass

- Wine is made in a certified winery
- 85% (or more) of grapes from certified vineyards, 100% of grapes from California



- To date, Wine Label Notification Forms received for nearly 540,000 cases of California wine for the 2017 vintage!

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Wine #4



Peay, Pinot Noir, Scallop Shelf, Sonoma Coast 2017

- 595 cases
- \$63 retail



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Proposed West Sonoma Coast AVA



Petition submitted 2015
Approval expected 2019



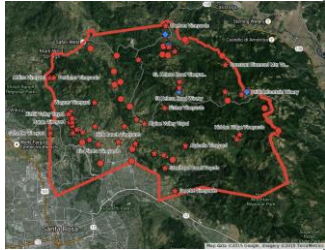
1-Proposed West Sonoma Coast AVA
2-Fort Ross-Seaview AVA
3-Sonoma Coast AVA

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Fountaingrove District AVA



- AVA granted Feb., 2015
- 600 of 38,000 acres planted
 - 35 vineyards, 5 wineries
- Mostly hillside vineyards
 - 400' – 2,000' elevation
 - Warm region II
 - Soils:
 - Sonoma Volcanics
 - Franciscan Formation Bedrock
- Most widely planted grapes:
 - Bordeaux varieties
 - Zinfandel
 - Syrah



Hit hard by 2017 fires

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Pending AVAs of Lake County



- **Upper Lake**
approved as perfected Jan 2018
- **Long Valley-Lake County**
approved as perfected Nov 2018

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Wine #5



St. Amant, "Lodi Native", Marian's Vineyard 2016

- 100% Zinfandel
- Old vine
- Zero new oak
- Unfined & unfiltered
- Zero manipulation
- 14.7% alc.
- \$35 retail



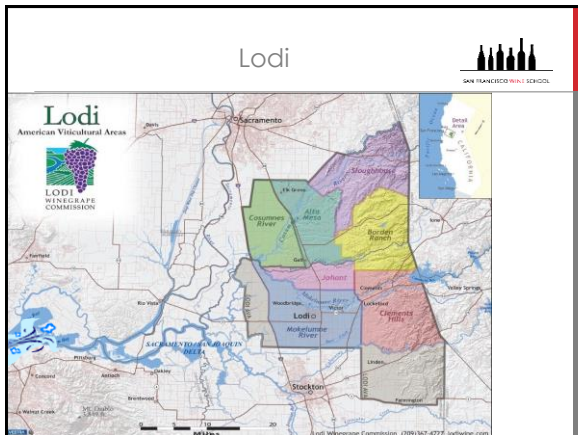
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Lodi Native Launched 2012

- **100% Zinfandel** bottlings from a single contiguous vineyard (exception: old vine plantings with long established field mixes) located within the Lodi AVA.
- Preference for established "old vine" plantings (35 to over 100 years old), with exceptions made for distinctive younger plantings.
- **Native yeast** (non-inoculated) fermentations only.
- **No use of oak chips**, dust or similar amendments.
- **No acidification** or de-acidification.
- **No new oak** or use of innerstaves in aging process.
- **No water addition** or **de-alcoholizing** measures.
- **No tannin additions.**
- **No inoculation for malolactic** fermentation.
- **No use of Mega-Purple** or other concentrate products.
- **No filtering or fining.**
- **No must concentration**, Flash Détente or similar extraction measures
- Proposed cuvées are to be submitted by each producer for **sensory evaluation & subsequent approval of entire group.**
- Preference for vineyards **certified by Lodi Rules** for Sustainable Winegrowing and/or CCOF.

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Nested AVAs of Paso Robles



AVA	Winkler Region	Rainfall	Diurnal Shift
Paso Robles	II, III, IV	8 – 30	20 – 50
Adelaida District	II–III, transitional	25	30
Creston District	III	11	25
El Pomar District	II	15	20 – 25
Estrella District	III	12.5 – 15.5	35–40
Geneseo District	III – IV	12	50+
Highlands District	II	24 – 30	20
Willow Creek Dist.	II	24 – 30	20
San Juan Creek	III – IV	10.4	35 – 40
San Miguel District	III	11.4	30 – 35
Santa Margarita Ranch	II	29	25
Templeton District	II	20	20

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Pending AVA of Monterey & San Benito Counties



- Gabilan Mountains**
- Approved as Perfected June 2018
 - Overlaps San Benito & Monterey line

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Pending AVA of San Luis Obispo County



- San Luis Obispo Coast**
- Approved as Perfected Aug 2017
 - Includes Edna Valley & Arroyo Grande AVAs but also into the towns of San Luis Obispo & Cambria

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Wine #6



Various Producers, "Coro Mendocino", 2015

- 40-70% Zinfandel
- 30-60%, but none more than Zinfandel (Syrah, Petite Sirah, Carignane, Sangiovese, Grenache, Dolcetto, Charbono, Barbera, Primitivo)
- 0-10% other vinifera grapes
- \$38 retail



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Coro Mendocino



- First vintage Coro Mendocino 2001
 - Graziano skipped 2008-2012
- Made solely with Mendocino County fruit
- Made at bonded Mendocino County wineries
- bylaws amended 2009 to allow out of county producers
- Submission timetables, blind tasting panel for pass/fail, packaged in uniform bottle & packaging with individual branding subjugated to Coro Mendocino
- 40-70% Zinfandel, then the balance from:
 - Syrah, Petite Sirah, Carignane, Sangiovese, Grenache, Dolcetto, Charbono, Barbera, Primitivo
- Up to 10% of any combination of other vinifera grapes
- No variety can exceed Zinfandel's share of the blend
- Maximum of 5% out of vintage
- Chemistry, cooperage & aging requirements

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Wine #7



Stolpman, Syrah, Ballard Canyon 2017

- 100% Syrah
- 50/50 whole cluster/destemmed
- Fermented in concrete
- Foot tread
- Native yeast
- 100% free run juice (zero press wine)
- 9 months in neutral oak
- 14.1% alc.
- 4,400 cases
- \$30 retail



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Ballard Canyon AVA



- Approved October 1, 2013
 - 7,800+ acres, 566 planted
 - 400-1,280' elevation
- Between Sta. Rita Hills & Happy Canyon
 - Canyon between Los Olivos & Solvang
 - Mostly shielded from wind by hills
 - Some fog in the lowlands
 - Warmer than Sta. Rita Hills, cooler than Happy Canyon—2,900 degree days
 - More diurnal variation than Sta. Rita Hills
 - 10-12" annual rainfall
- Very sandy soils over limestone and chalk
- Great for Rhone varieties and Sauv. Blanc
 - Some sites ripen red Bordeaux varieties

Ballard Canyon AVA



- Ballard Canyon is the smallest AVA in Santa Barbara County
 - 18 vineyards
 - Only 8 make their own wine
 - Only one tasting room in the AVA (Rusack)
- 300 of the 500 planted acres are Syrah
- **The growing alliance created a special bottle mold just for Syrah.**
 - Same concept as the bottles of Chateaufeuf du Pape
 - It was originally a crest but changed to simple raised letters & only allowed for estate produced Syrah



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More Pending AVAs



- Tehachapi**
 - Submitted 7/11/18
 - Kern County
- Palos Verdes Peninsula**
 - Submitted 8/1/18
 - Los Angeles County
- Paulsell Valley**
 - Submitted 10/23/18
 - Stanislaus County

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More California Wine





<http://www.discovercaliforniawines.com/media-trade/videos/>

California Wine Appellation Specialist (CWAS)
(online, intensive, weekly, custom corporate)

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THANK YOU!

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